

To: 'Tharesearch@aol.com'[Tharesearch@aol.com]
From: Jim Trautman[trautman@bortz.com]
Sent: Mon 3/12/2012 1:37:43 PM (UTC-06:00)
Subject: RE: Cable Operator Survey

Sandi:

Just to be clear, last year you completed 68 of 112 WGN America surveys. This year, there are a total of 105, and you've completed 34 so far. I have no doubt that they are a bit harder, but my concern this year is that the very first batch of questionnaires we sent to you (back in November) was all WGN America and had 88 questionnaires (we sent the rest more recently). So since you've had most of these for quite a long time I was concerned that we are only at 34 complete so far.

Jim

From: Tharesearch@aol.com [mailto:Tharesearch@aol.com]
Sent: Monday, March 12, 2012 12:52 PM
To: trautman@bortz.com
Subject: Re: Cable Operator Survey

Hi Jim:

Glad you got the last shipment okay. We're going to be sending along another shipment - probably about Wednesday - that should include about 15 - 20 more surveys. In total, I think the study is going okay. I think it may be going a little slower because we got the surveys over a longer period of time, thus we haven't called some as many times as others.

Just so I understand, was it the last time that we did the study that we completed 88 of 105 WGN America surveys? At the end of today I will take a look at what WGN America surveys we have and where they stand in terms of calling them. As far as completing the them - they are more difficult in that we have to try to reach these people twice, but I don't know how much harder it has been to call them than the last time. I will ask my staff to get their opinions as well.

Regarding the Telco's, while we are trying to reach them - they are quite difficult. I think in large part, the reason is that the companies are structured differently and there are not the same level of local people as are in the cable companies. Also, the AT&T policy is not to complete surveys so we are trying to get around that.

I will send you a more complete e-mail tonight that you can look at in the morning.

Sandi

In a message dated 3/12/2012 8:57:39 A.M. Pacific Daylight Time, trautman@bortz.com writes:
Sandi:

Received your latest shipment this morning – thanks!

Overall, it looks like things are moving along well. However, I wanted to ask you about the situation on completes for the WGN Only questionnaires. These seem to have slowed down a lot, and we now have 34 in total. Last year, there were 112 of these and we completed 68 (almost 61 percent). This year, we have a total of 105 of these, of which 88 were sent back in November (and the ones sent more recently include mostly telcos so will be hard to get completes on). As such, I'm a little concerned that these seem to be proving a little tougher this year – and I'm wondering if the format (with needing to send the information sheet and schedule an appointment) is a problem.

Let me know what you are finding on this,

Thanks,

Jim

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(WE'VE RECENTLY MOVED. NOTE NEW ADDRESS ABOVE.)